REMARKS

This Application has been carefully reviewed in light of the Office Action mailed November 14, 2006. Claims 1, 2, 5-7, 10, 11, 14-16, 19, 20 and 23-25 were pending in this Application. By the foregoing amendments, Claims 10, 11, 14, 15, 15, 19, 20, and 23-25 have been canceled. New Claims 28-33 have been presented. Thus, Claims 1, 2, 5-7, and 28-32 are currently pending in this Application.

Claim Rejections – 35 U.S.C. § 103

In the Office Action, the Examiner rejected Applicant's independent Claim 1 under 35 U.S.C. § 103(a) as being unpatentable over US Patent Application No. 2002/0032639 to Hausken et al. ("Hausken"). The Examiner stated that Hausken discloses the claimed elements of Applicants' independent Claim 1.

Applicant has amended independent Claim 1 to more clearly distinguish from Hausken. As amended, Claim 1 is directed to a method for increasing sales and decreasing cost of marketing for a product or a service by identifying potential customers of the product or the service.

Amended Claim 1 now recites, among other, the following limitations:

increasing sales and decreasing cost of marketing for a product or a service by identifying potential customers of the product or the service, and

wherein the qualifying score is used to determine whether to attempt to sell the product or the service to the potential customer.

Applicant respectfully submits that Hausken is not directed to a method or a system for increasing sales and decreasing cost of marketing for a product or a service. Consequently, Hausken does not disclose or teach the step of *increasing sales and decreasing cost of marketing for a product or a service,* which is recited in Claim 1. Also, Hausken does not disclose or teach that *the qualifying score is used to determine whether to attempt to sell the product or the service to the potential customer,* which is recited in Claim 1.

Hausken discloses a system and method of suggesting benefit plans to employees, which is not equivalent to the claimed invention directed to a system and method for increasing sales and decreasing marketing costs of a product or a service. Hausken allows a user to select a benefit plan suited for the needs of a potential employee and an employer. (See Paragraph 0019 of Hausken). According to Hausken, a user is prompted to answer a series of questions. Based upon the answers that the user provides the system identifies the benefit plan that is deemed to be best suited for the needs of one or both of the employer and the employee. (See Paragraph 0020 of Hausken).

Based on the foregoing, Applicant respectfully submits the amended Claim 1 is allowable over Hausken. Accordingly, Applicant respectfully requests that the Examiner pass Claim 1 to allowance. Claims 2, 5, 6 and 7 depend from Claim 1. Applicant requests allowance of Claims 2, 5, 6 and 7.

Applicant has presented new independent Claims 28 and 33. Claims 28 and 33 are each similar in scope to independent Claim 1, and Claims 28 and 33 each recites the limitations of Claim 1. Accordingly, Applicant respectfully requests allowance of Claims 28 and 33.

Claims 29-32 depend from Claim 28. Applicant requests allowance of Claims 29-32.
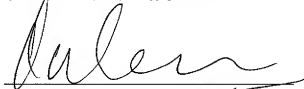
CONCLUSION

Applicant respectfully submits that the Application is in condition for allowance. The examiner is invited to call the undersigned at the below-listed telephone number if in the opinion of the examiner such a telephone conference would expedite or aid the prosecution and examination of this application.

Applicant hereby authorizes the Commissioner to charge a 1 month extension fee to respond to the Office Action dated November 14, 2006. The Commissioner is also authorized to charge any additional fees or refunds that may be required by this paper to Deposit Account No. 07-0135.

Respectfully submitted,

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Dated: 3/7/07

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